

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

1           1.       (Currently Amended) A method of displaying a commercial message on a display  
2 device of a computer during a user waiting time, the method comprising:  
3               selecting the commercial message from a non-volatile memory; and  
4               displaying the selected commercial message on the display device during the user  
5 waiting time, wherein the user waiting time includes waiting time associated with at least one of  
6 the computer entering sleep mode, ~~the computer waking from sleep mode~~, a virus scan, and a  
7 disk scan.

1           2.       (Original) The method as in claim 1, wherein the commercial message comprises  
2 an advertisement message.

1           3.       (Original) The method as in claim 1, wherein the commercial message comprises  
2 productivity enhancement tips for the computer.

1           4.       (Original) The method as in claim 1, wherein the step of selecting the  
2 commercial message further comprises the steps of:  
3               tracking Internet information associated with the computer; and  
4               choosing the commercial message to download to the non-volatile memory from a  
5 website based on the Internet information.

1           5. – 8. (Cancelled)

1           9.       (Original) The method as in claim 1, wherein the commercial message is  
2 displayed for a duration according to a time weight assigned to the commercial message.

1           10.      (Original) The method as in claim 1, wherein the commercial message is repeated  
2 according to a frequency weight assigned to the commercial message.

1           11.   (Currently Amended) A computer system for displaying a commercial message,  
2 comprising:

3                   a display device;

4                   a processor coupled to the display device; and

5                   a memory coupled to the processor and containing code adapted to display the  
6 commercial message on the display device during a user waiting time, wherein the user waiting  
7 time includes waiting time associated with at least one of the computer system entering sleep  
8 mode, ~~the computer system waking from sleep mode~~, a virus scan, and a disk scan,

9                   wherein the memory is further adapted to store a frequency weight to determine  
10 frequency of displaying the commercial message, the frequency weight having a value assigned  
11 according to a revenue generating capacity of the commercial message.

1           12.   (Original) The computer system as in claim 11, wherein the memory comprises a  
2 flash read-only memory (ROM).

1           13.   (Original) The computer system as in claim 11, wherein the memory comprises a  
2 hard drive.

1           14.   (Original) The computer system as in claim 11, wherein the memory is updated  
2 with the commercial message from the Internet when the computer is connected to a website.

1           15.   (Original) The computer system as in claim 11, wherein the code comprises  
2 Basic Input/Output System (BIOS) code.

1           16.   (Original) The computer system as in claim 11, wherein the code comprises a  
2 commercial messaging application.

1           17.   (Original) The computer system as in claim 11, wherein displaying the  
2 commercial message in the memory is selectively disabled.

1           18.     (Original) The computer system as in claim 11, wherein deletion of the  
2 commercial message in the memory is selectively enabled.

1           19.     (Original) The computer system as in claim 11, wherein display of the  
2 commercial message is selectively disabled.

1           20.     (Original) The computer system as in claim 11, wherein the commercial message  
2 is selectively saved for future display on the display device.

1           21.     (Original) The computer system as in claim 11, wherein the type of commercial  
2 message is user selectable.

1           22. - 26. (Cancelled)

1           27.     (Previously Presented) The method of claim 1, further comprising:  
2 tracking user preferences; and  
3 downloading additional commercial messages to the non-volatile memory that are  
4 tailored to the user's interests based on the tracked user preferences.

1           28.     (Previously Presented) The method of claim 1, further comprising:  
2 determining whether the user is a premium user;  
3 in response to determining that the user is a premium user, providing an option to  
4 the user to disable display of the commercial message.

1           29.     (Previously Presented) The method of claim 1, further comprising providing a  
2 password to enable secure updating of the non-volatile memory with a password.

1           30.     (Previously Presented) The method of claim 10, further comprising assigning the  
2 frequency weight to the commercial message based on a revenue generating capacity of the  
3 commercial message.

31. – 32. (Cancelled)

33. (Currently Amended) ~~The system of claim 32,~~ A system to display commercial messages, comprising:

a display device;

a basic input/output system (BIOS) routine executable to display a first commercial message on the display device during a boot-up period;

an operating system; and

an application executable, after loading and execution of the operating system, to display a second commercial message on the display device during a user wait period,

wherein the user wait period includes a wait period associated with at least one of the system going into sleep mode, ~~the system exiting sleep mode,~~ a virus scan, a file download, and a disk scan.

34. (Previously Presented) The system of claim ~~[[32]]~~ 33, further comprising a memory to store a frequency weight to determine frequency of display of the second commercial message, the frequency weight having a value assigned according to a revenue generating capacity of the second commercial message.